



Session Summary

Brainstorming Session ~ Iowa's State Capitol Complex Community

A gathering of stakeholders to provide input into the next phases of the West Capitol Terrace plan and to create a vision for a visitors center through consensus and direction.

Tuesday, October 24, 2006 ~ 9:00 a.m. – Noon
State Historical Museum, Des Moines, Iowa

This summary of ideas and concepts is posted on the
Iowa Department of Administrative Services (DAS) website (<http://das.iowa.gov/>).
There you will also find links to post comments and view the historical presentation.

Sixty (60) participants representing leadership from city, state, and business participated in a brainstorming session, facilitated by Cindy Axne of DAS Performance & Development Solutions, to review and discuss concepts and ideas for the future planning of Iowa's Capitol Complex Community. There follows a summation of the questions discussed and the insights and ideas provided.

1. What impression do we want to give?

- Inviting to state and world visitors; embrace all visitors
- A hub – clearly defined starting point
- Strong linkage to downtown/the East Village
- Fosters a sense of community
- Holistic approach
- Demonstrates good stewardship displayed in all elements – accessibility, permanence, maintained
- Demonstrates energy
- Provides memory because it was a special place to visit
- Needs to leave the impression that Iowa is progressive
- Fun – awesome!
- Excellent learning experience
- Sense of historic pride
- Provides promise, opportunity
- Iowa is safe – a place for families
- Progressive yet pragmatic
- Transition to East Village
- Tradition, majestic, democracy and government
- Dignified; sophisticated; complement the grandeur of the Capitol
- Need to be welcoming to the ethnic neighborhoods in the Capitol Complex Community
- Vibrant, year-round, day and night

- Entrepreneurial
- Accessible, safe and secure
- Signage, lighting, parking
- Orderly coordination of elements, events
- Environmentally friendly
- Plan for continued life and maintenance of structures
- Innovative
- Culturally diverse and rich
- Advocates for state buildings needed!
- Grounds and buildings need to look futuristic
- Sell the sizzle with the steak!

2. What attractions or developments would be great for the city and state?

- Iowa Foods Café
- Virtual tour – kiosk
- Gardens
- Special events
- Large video projection surface
- Visitors Center
- People's Plaza
- Public restrooms
- Shuttle service
- Pedestrian/bike trails, connecting with other established trails through the city.
- Arboretum trails with native plants
- Court Avenue pedestrian bridge, linking to pedestrian trails – State Capitol Building to Judicial Building
- Increased funding for public art – both interior and exterior
- Water feature
- Parking
- Gift shop
- State employee cafeteria
- Welcome area inside Capitol Building

3. Thinking about the ideas generated for possible attractions/developments on the Capitol Complex and the desire to create four, strong, compass vantage points on the Complex, what do you see as possible futures for these buildings/properties?

<i>Shuttle service to connect all options here</i>	Building/Property	Attraction/Development	Barriers	Opportunities
	West Capitol Terrace	<ul style="list-style-type: none"> ▪ Trails ▪ People's Plaza ▪ Gardens ▪ Demonstration site ▪ Parade & picnic areas ▪ Historic Row Houses ▪ Fountain, water feature ▪ Tie into pedestrian/bike trails ▪ Connect with shuttle 	<ul style="list-style-type: none"> ▪ Cost, but worth it! ▪ Maintenance and on-going ▪ Rights of way across busy city streets ▪ Will state/public raise enough money to do this project correctly? 	<ul style="list-style-type: none"> ▪ In planning stages ▪ Numerous ▪ The Capitol draws many visitors and Des Moines recreational trails are very popular – but the two do not connect in any convenient way

	Building/Property	Attraction/Development	Barriers	Opportunities
		<ul style="list-style-type: none"> Should be connected to Des Moines emerging riverfront loop walkway; also to Polk County bike/walking trails Amphitheatre Dog park Arboretum Include below-grade parking 	<ul style="list-style-type: none"> What happens in the winter? 	<ul style="list-style-type: none"> Draw for young people, events Partially underground, integrated w/landscape gardens – close, hidden, environmentally sensitive parking Pragmatic & progressive
	Vehicle Dispatch Building	<ul style="list-style-type: none"> Tear down and integrate into WCT project Create parking area for Visitors Center Shuttle services Building visitor center Media center Tear down and create restaurant/shopping/special events center 	<ul style="list-style-type: none"> Financial/funding Place to move it Need for garage/alternative space These are not important buildings either architecturally or in scale. 	<ul style="list-style-type: none"> Parking Event space Equipment storage for events This area offers another opportunity for open access coming from the east.
	Historic Row Houses, 707 & 709 E. Locust	<ul style="list-style-type: none"> Restaurants; Iowa Foods Café concept? Capitol Complex Visitors Center West Capitol Terrace Public restrooms (underneath) Connection to local history & community Remove them! Create grand vista of Capitol Complex! Shuttle services Virtual tour kiosk 	<ul style="list-style-type: none"> Too small for large groups Funding for rehab, restoration & maintenance Purchase of buildings Parking ADA access to Capitol Walking distance and uphill Bus location and drop-off “Stepping on History’s Toes” 	<ul style="list-style-type: none"> Revenue generation Income Numerous Need additional restrooms Link internally to achieve larger space Centrally located Visitors to East Village Save historic structure Close to Historical Building Close proximity – logical location Great entrance point into the park to develop a truly progressive space and showcase the future as well as the past
	State Historical Building	<ul style="list-style-type: none"> Visitors Center Intake for large groups 	<ul style="list-style-type: none"> Funding Not a good building 	<ul style="list-style-type: none"> Infrastructure for exhibits

	Building/Property	Attraction/Development	Barriers	Opportunities
		<ul style="list-style-type: none"> ▪ Bus drop-off ▪ West Capitol Terrace ▪ Museum/Exhibit Space ▪ Gift Shop expansion ▪ Parking – lot and turnaround for busses ▪ Media center ▪ Iowa foods cafeteria ▪ Political/Public Square ▪ Broadest potential for additional use 	<ul style="list-style-type: none"> ▪ Cost to rent space ▪ Need to add space and more restrooms ▪ Building maintenance has been neglected for years; needs thorough overhaul, broken marble ▪ Needs more program/financial support to create exhibits. ▪ Two different buildings confusing ▪ Horrible entrances ▪ Bad elevator system ▪ Hours of operation 	<ul style="list-style-type: none"> ▪ Use space that is underutilized ▪ Restrooms ▪ Shuttle pick up exists ▪ Tie to other attractions via shuttle ▪ Can handle large groups ▪ Needs signage for parking ramp ▪ Build on existing attraction & shop ▪ Utilize portico/drop-off for school groups ▪ Expand use of the building for 1st phase of school tours to Capitol ▪ Provides linkage to East Village/downtown ▪ Promote it so more Iowans know what it is ▪ Location in prime territory, village of East Des Moines ▪ Better integration of activities on Capitol Complex
	Carriage House	<ul style="list-style-type: none"> ▪ Bicycle Museum ▪ Visitors Center ▪ Reception Center ▪ Transportation museum ▪ Capitol tours, school children, bus tours ▪ Public restroom ▪ Gift shop ▪ Event/conference facility ▪ Day care center ▪ Iowa Food Cafeteria (public &/or employee) ▪ A place for caucus events ▪ Tear down and convert to gardens 	<ul style="list-style-type: none"> ▪ Limited interest ▪ Too small for large groups ▪ Funding; too costly to save ▪ Heating, wiring, maintenance and related costs ▪ Crossing Grand Ave. ▪ Access in general ▪ Vague historic connection to being a “carriage house” ▪ Location away 	<ul style="list-style-type: none"> ▪ Historic building deserving more research and interpretation ▪ Save historic structure ▪ Major event space ▪ Address issues with other development to the north (future north mall) ▪ Clean up appearance & continue to use for CCM until new

	Building/Property	Attraction/Development	Barriers	Opportunities
		<ul style="list-style-type: none"> Vehicle Dispatch should be located here 	<ul style="list-style-type: none"> from Capitol, i.e. proximity to Lucas, Hoover & Judicial Parking Tunnels Not good for visitors, so keep as state operations 	<ul style="list-style-type: none"> building is built Use it for “rough” storage for the north side of Capitol grounds Closest to complex center, level grade Enough space to do something nice Good location to other four buildings – east of travel on Penn. Exit Showcase Iowa Foods to statehouse visitors Link crossing Grand – Welcome Gateway Arch/Pedestrian Bridge, signaling arrival to Capitol grounds Re-use on north axis, off Capitol site parking confluence, I-235 access, bus staffing
	Separate Visitors Center in the Capitol for the Capitol			
	View of Capitol from I-235			<ul style="list-style-type: none"> Emphasis on north mall
	9 th Street restricted to shuttle, school busses, handicapped			

4. What does the “Roads to the Capitol” theme say to you?

This question reflects the theme and language used in conjunction with the Iowa Department of Administrative Services’ application and award of a \$1,000,000 grant from the Iowa Department of Transportation in connection with the restoration of “the Carriage House” property on the Capitol Complex.

- “Roads to the Capitol - where living is quality”
- “Roads to the Capitol – the legislative experience”
- “Roads to the Capitol – Iowa’s role in the caucuses”

- *“Roads to the Capitol – Iowa Sesquicentennial*
- *“Roads to the Capitol – the Iowa Experience” – highlighting access to all Iowans – not just about the Capitol – about all places in Iowa*
- *“Roads to the Capitol – the Iowa Journey”*
- *“Roads to the Capitol – celebrating the Iowa experience”*
- *“Roads to the Capitol” ... make it broader and encourage more boastfulness about all places in Iowa – highlight community linkages.*
- *“Roads to the Capitol – Iowa, the Center of Democracy”*
- *“Roads to the Capitol – Past, Present and Future”*

5. How do we market the access/destination point as a public service realized from state government partnering with local government and business entities?

- Work with legislative representatives (“What do you/your constituents want to see?”)
- Put together an initial taskforce, or sponsors in order to show support for the effort. It would help members of the Iowa General Assembly to be more aware of a powerful group of citizens that have passion for and have committed time, money and talent to the future of the Capitol Complex Community.
- Develop a grassroots campaign for this at the Iowa State Fair August 9 – 19, 2007 – give citizens ownership.
- Need a coordinated advocacy program, i.e. we already have advocacy groups out there such as Des Moines Partnership, et al, who go to Washington, D.C. and lobby; involve existing companies, organizations such as the Iowa League of Cities, the Iowa Association of Counties, etc. – make this a part of their legislative agenda.

DAS Director Mollie Anderson thanked everyone for their valuable contribution of time and talent and encouraged anyone who is interested in joining with others to carry forward the thoughts, ideas and concepts brought to the table to indicate so by contacting any of the DAS staff below:

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